



ALOAK CORP. CDNX-AOK

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FILE No.
82-4221

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82-4221

July 11, 2002



United States Securities
& Exchange Commission
Washington, DC
20549
USA

Dear Sirs:

RE: Foreign Private Issuer Exemption File No. 82-4221
News Release Dated July 11, 2002

PROCESSED

AUG 01 2002

THOMSON
FINANCIAL

Please find enclosed 3 copies of the news release listed above.

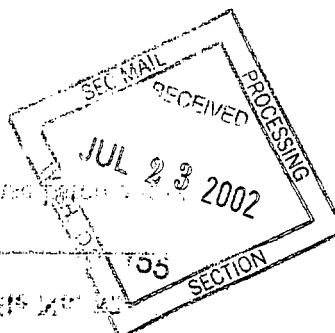
Yours truly,

ALOAK CORP.

BARBARA O'NEILL
SECRETARY

Enclosure

SUPPL



dlw
7/29



NewsRelease

Internet Solutions for Small Business

Aloak Announces the Appointment of Jack Ross to Drive Aloak Sales

London ON — July 11, 2002— Aloak Corp. ("Aloak") is pleased to announce that it has reached an agreement with Mr. Jack Ross, a Director of Aloak, which has Mr. Ross making a significant cash investment to acquire a minority interest in and become the President and Chief Operating Officer of the company's operating subsidiary, Aloak Inc.

Mr. Ross brings the sales and operational management skills to accelerate Aloak's transformation from a technical development focus to a sales and marketing focus. Mr. Ross has founded and managed a number of successful businesses over the past fifteen years. He has a depth of experience and entrepreneurial success in developing, acquiring and managing a variety of sales and marketing focused retail and wholesale operations primarily in the home entertainment software industry. As CEO of the Supermax Group of companies Mr. Ross has developed an expanding chain of video entertainment software product departments within more than 300 major retail chain locations in Ontario, Quebec and throughout the Maritime provinces.

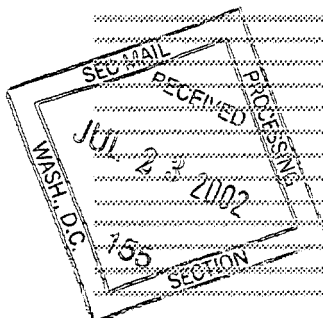
We are delighted that this new capital resource and the expert leadership of Mr. Ross will enable the company to increase marketing momentum and expand market presence at a time when Canadian small businesses are increasingly realizing the urgent need to find easy, quick and inexpensive web solutions to exploit new marketing opportunities and to achieve the savings available from replacing traditional process with new web based solutions developed by Aloak.

As incoming President and Chief Operating Officer of Aloak Inc., Mr. Ross and the company have entered into a consulting contract whereby Mr. Ross was appointed for a minimum period of one year, on a month to month basis. Pursuant to the terms of the contract, Mr. Ross is to be paid the aggregate sum of \$250,000, payable by the issuance of 2,500,000 common shares of Aloak Corp. at an ascribed price of \$0.10 per share (the "Employment Shares"), subject to regulatory and TSX Venture Exchange approval and the approval of the shareholders of Aloak Corp., which was received at the annual & special meeting of Aloak held on June 26, 2002. Following issuance, the Employment Shares are to be placed into escrow whereunder the right of Mr. Ross to receive Employment Shares shall vest on a pro rata basis (1/12th per month).

About Aloak

Aloak Inc. is an integrated Internet web services and application services provider (ASP) that operates out of offices in Woodstock, Ontario and Calgary, Alberta. Aloak's mix of products and services includes turn-key website and e-commerce packages, domain registration, secure hosting, diverse web applications, custom website design, custom programming and e-business strategic consulting. Aloak Inc. is the subsidiary

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Internet Solutions for Small Business

of Aloak Corp., a publicly traded company listed on the TSX Venture Exchange (TSX) under the trading symbol (V:AOK).

Contacts

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Jack Ross, President & COO Aloak Inc.

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The TSX Venture Exchange has in no way passed upon the merits of the proposed transaction and this neither approved nor disapproved the contents of this press release.

All statements, other than statements of historical fact, in this news release are forward-looking statements that involve various risks and uncertainties, including, without limitation, statements regarding the future plans and objectives of Aloak Corp. There can be no assurance that such statements will prove to be accurate.

Actual results and future events could differ materially from those anticipated in such statements. These and all subsequent written and oral forward-looking statements are based on the estimates and opinions of management on the dates they are made and are expressly qualified in their entirety by this notice.

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